

# **Massachusetts Statewide Community Transportation Coordination Conference May 5, 2015**

## **Demand Response and Employment Transportation: Regional Examples**

Three presenters:

- Paula George, Deputy Administrator and Human Service Transportation Coordinator for the Cape Cod Regional Transit Authority
- Tim O'Day, Executive Director, SCM Elderbus
- Michael Muzzy, Director of Operations, Good News Garage

### **Cape Cod Regional Transit Authority (CCRTA)**

- CCRTA provides a dial-a-ride service that is open to the general public for employment transportation or whatever type of trip the rider needs to take
- Provides over 240,000 rides a year
- Funded by state contract assistance, town assistance, and fare
- Managed with the Trapeze PASS paratransit software
- Dial-a-ride vehicles are equipped with Mentor Rangers (mobile data computers) and AVL (automatic vehicle locators). CCRTA is in the process of installing an Interactive Voice Response (IVR) system
- In addition, CCRTA offers a Boston hospital bus that runs Monday through Friday with pickup locations in Wellfleet, Eastham, Orleans, Harwich, Barnstable, and Sagamore
- CCRTA is also the Human Service Transportation broker for Cape Cod and the Islands, managing transportation for HST MassHealth, PT-1, Day Hab, DPH, DMH, MRC, Elder services, and the VNA of Cape Cod
- Also partners with HAC under a New Freedom grant to provide an accessible livery service (there were no accessible taxicabs on the Cape) – performs 800-1000 rides a month between 5am and 2am

### **SCM Elderbus**

- Provide transportation for seniors and people with disabilities in 21 towns (550 square miles) as a subcontractor to the Worcester Regional Transit Authority (WRTA)
- Provide 46,000 trips annually
- Fare is \$1.25 within a town \$1.25, additional 25 cents for each additional town up to \$2.75
- In 2012, piloted READYBUS in four towns – opened up the service to people who are not seniors and do not have a disability but do have a need for employment transportation
- Targeted towns with a population of riders and employers (retail & commercial establishments)
- Minimal financial investment required: just \$10,000/yr budget for fuel. Did not add any vehicles, drivers, or personnel hours
- Marketing:
  - Worked with social service organizations assisting clients with employment opportunities
  - Prepared video presentations for airing on local cable access stations
  - Distributed marketing materials
  - “cheaper better faster” sales pitch

- Started with 10 rides per month delivered during first 2 months of operation. 850 rides delivered during the first nine months of operations. Now nearly 250 trips per month
- Received a grant in 2014 to expand hours in two towns. Now start at 6am in Southbridge and Webster. 20% of the riders between 6 and 8am are seniors and 80% are employment transportation riders
- Throughout expansion of READYBUS, core population (seniors & people with disabilities) remain their priority
- Key lessons: partner with others, don't overextend resources

#### **Ready to Go**

- Program in Vermont that takes donated minivans and uses them to provide rides to jobs, training, childcare, and other key destinations.
- Started in 2000
- Originated as a poverty response solution
- They also provide Medicaid trips in Vermont
- See also <http://www.goodnewsgarage.org/Programs/Ready-to-go.aspx>